91.7MC **KALW** 1500 WATTS FM

THE SAN FRANCISCO UNIFIED SCHOOL DISTRICT

Dr. Herbert C. Clish.....Superintendent of Schools

Watt A. Long.....Associate Supt.-in charge of Instruction

O. A. Adams.....Asst. Supt. Adult and Vocational Education

E. S. Anderson.....Principal.....Samuel Gompers Trades School

K. L. Dragoo.....Program Director KALW

Ken Nielsen.....Technical Director KALW

KALW Location — Samuel Gompers Trades School
22nd & Bartlett Streets

Telephone - Atwater 2-6042 — San Francisco 10, Calif.

KALW is the FM Educational Radio Station owned and operated by the San Francisco Unified School District used as a facility for applying radio as a learning aid, for adult education and as a training station for commercial personnel and teachers.

RADIO NEWS FOR NOV. 1948

GRAND NATIONAL LIVESTOCK EXPOSITION

KALW will air six quarter hour shows per day during the big Livestock Show at the Cow Palace November 1-5, Monday through Friday.

Shows will feature interviews with 4-H Club members and future farmers and will cover events such as the cattle auction and rodeo events. All shows will be done from the viewpoint of what an upper grade school student would like to know about the event.

The KALW Farm Show "Ranch and Home" heard daily at 10:30 - 10:45 AM will be aired from the Cow Palace daily, November 1-5, and will entertain special guests on the air with interesting information for schools.

Transcriptions will be made of all shows for loan to schools the following week. Each evening during the show KALW will rebroadcast a special summary at 7:30 P. M. of the day's events.

PTA RADIO CHAIRMEN VISIT KALW

During the first week of October the radio chairmen of all San Francisco P.T.A. groups visited KALW under the leadership of P.T.A. Radio Chairman Mrs. S. A. Erickson.

Description of KALW activities, a demonstration of programs, transcriptions and suitable radio equipment for schools was made by K. L. Dragoo, Program Director of KALW.

The radio chairmen held a discussion period on radio reception problems and many questions were answered. The chairmen are to report back to local groups and continue an evaluation program of listening during the year.

"CLEVELAND CALLING" BROADCAST

On Friday, October 8th, the Dwight Newton KGO-KGO-FM-KALW Schoolcast show featured an answer to a letter received by KALW from the 5th Grade children of Cleveland, Ohio, on "What We Would Like to Know About San Francisco."

A special transcription of this show has been sent to Cleveland for broadcast on October 25th over WBOE, Cleveland School Station.

A similar broadcast and transcription is being planned for Rio De Janiero, Brazil.

The Transcription of this show is available for loan to schools.

RECEIVERS

New radio receivers of schools are still at the late "bid" stage of procurement and delivery is expected during late November. Please do not order receivers, distribution will be made automatically.

KALW COVERAGE ON 91.7 MC

Since changing to 91.7 MC Channel 219 in August, a survey has been in progress to determine the coverage. About 60% of San Francisco schools can now be covered. In general these schools are east of Twin Peaks. Efforts to improve coverage will be made as soon as practical.

RECORDING DATES

Teachers are reminded to call ATwater 2-6042 in advance to obtain studio or mobile unit recording dates. Please anticipate dates at least one week in advance.

SECOND ANNUAL WESTERN RADIO CONFERENCE

The date of the second annual "Western Radio Conference" has been set for February 24-25.

An outstanding program is planned for the second annual conference. Save February 24-25 for the "Western Radio Conference".

Tentative programs scheduled for the conference are:

Theme: RADIO AS A SOCIAL TOOL FOR THE GENERAL AUDIENCE

1. The Use of Radio in Attacking a Community Problem.
2. The Use of Radio in Community Drives for Funds.
3. The Use of Radio in General Education.

FOR YOUTH AUDIENCES

1. For In-School Use.
2. For Out-of-School Use.

K A L W PROGRAM LISTING

FOR

NOVEMBER 1948

M O N D A Y

08:45	PLAY IT SAFE	1:15	FROM THE PODIUM
09:00	NAT. GEO. NEWS	1:30	SCIENCE TODAY
09:15	*GROWTH OF DEMOCRACY	1:45	MUSIC IN THE AIR
09:30	SCHOOLCAST	2:00	SPORTSCAST
09:45	*EXCURSIONS IN SCIENCE	2:15	MODERN MOODS
10:00	FOLK MUSIC	2:30	SIGN OFF
10:15	STORY TIME		
10:30	RANCH AND HOME	7:00	SIGN ON
10:45	WORLD NEWS	7:02	DINNER MUSIC
11:00	MORNING CONCERT	7:15	EXCURSIONS IN SCIENCE
11:15	MELODIC GEMS	7:30	OPERA
11:30	SONS O'GUNS	7:45	TWILIGHT MELODIES
11:45	SPELLING BEE	8:00	SONS O'GUNS
12:00	HI TUNE TIME	8:15	FM CONCERT
12:15	NOON TIME SERENADE	8:30	SERENADE
12:30	FM CONCERT	8:45	MEMORY LANE
1:00	S.F. TODAY	9:00	SIGN OFF

GROWTH OF DEMOCRACY

NOV. 1 - #6- PETITION OF RIGHT
NOV. 8 - #7- NEW ENGLAND TOWN MEETING
NOV. 15 - #8- PUBLIC EDUCATION BEGINS
NOV. 22 - #9- PENN & RELIGIOUS LIBERTY
NOV. 29 - #10- BACON'S REBELLION

EXCURSIONS IN SCIENCE

NOV. 1 - #262 - LIGHTENING & LIGHTNING
NOV. 8 - #263 - AIR & SEA SICKNESS
NOV. 15 - #264 - REPTILIAN ARISTOCRACY
NOV. 22 - #265 - WITHIN THE ATOM
NOV. 29 - #266 - ENERGY FROM MASS

THE REGULAR KALW PROGRAM SCHEDULE WILL BE INTERRUPTED DAILY, MONDAY THROUGH FRIDAY...NOV 1 TO NOV. 5...FOR BROADCASTS DIRECTLY FROM THE GRAND NATIONAL LIVESTOCK EXPOSITION HELD AT THE COW PALACE, SAN FRANCISCO. (SEE RADIO NEWS)

T U E S D A Y

08:45	PLAY IT SAFE	1:15	FROM THE PODIUM
09:00	SIMPLE SCIENCE	1:30	GREAT BOOKS
09:15	*BILL SCOTT FOREST RANGER	1:45	MUSIC IN THE AIR
09:30	SCHOOLCAST	2:00	SPORTSCAST
09:45	*EXCURSIONS IN SCIENCE	2:15	MODERN MOODS
10:00	FOLK MUSIC	2:30	SIGN OFF
10:15	MUSIC FOR MOPPETS		
10:30	RANCH AND HOME	7:00	SIGN ON
10:45	WORLD NEWS	7:02	DINNER MUSIC
11:00	MORNING CONCERT	7:15	EXCURSIONS IN SCIENCE
11:15	MELODIC GEMS	7:30	OPERA
11:30	VOICE OF THE ARMY	7:45	TWILIGHT MELODIES
11:45	SPELLING BEE	8:00	SONS O'GUNS
12:00	HI TUNE TIME	8:15	FM CONCERT
12:15	NOONTIME SERENADE	8:30	SERENADE
12:30	FM CONCERT	8:45	MEMORY LANE
1:00	SAN FRANCISCO TODAY	9:00	SIGN OFF

BILL SCOTT FOREST RANGER

NOV. 2 - #5 - WHERE OH WHERE IS SMOKY BEAR
NOV. 9 - #6 - FOREST AFLAME
NOV. 16 - #1 - LOST IN THE FOREST
NOV. 23 - #2 - CRASHING TIMBER
NOV. 30 - #3 - STORM OVER THE FOREST

EXCURSIONS IN SCIENCE

NOV. 2 - #269 - SPLITTING THE URANIUM NUCLEUS
NOV. 9 - #270 - SORTIN NUCLEI
NOV. 16 - #271 - NUCLEAR FUEL
NOV. 23 - #272 - JOBS FOR NUCLEUS
NOV. 30 - #273 - SCIENTIFIC EXPLORATION

THE REGULAR KALW PROGRAM SCHEDULE WILL BE INTERRUPTED DAILY, MONDAY THROUGH FRIDAY....NOV. 1 to NOV. 5...FOR BROADCASTS DIRECTLY FROM THE GRAND NATIONAL LIVESTOCK EXPOSITION HELD AT THE COW PALACE, SAN FRANCISCO. (SEE RADIO NEWS)

W E D N E S D A Y

08:45	PLAY IT SAFE
09:00	NAT. GEO. NEWS
09:15	GOLD RUSH DAYS
09:30	*THIS IS PUERTO RICO
09:45	*EXCURSIONS IN SCIENCE
10:00	FOLK MUSIC
10:15	STORY TIME
10:30	RANCH AND HOME
10:45	WORLD NEWS
11:00	MORNING CONCERT
11:15	MELODIC GEMS
11:30	NAVY HEROES
11:45	SPELLING BEE
12:00	HI TUNE TIME
12:15	NOONTIME SERENADE
12:30	FM CONCERT
1:00	SAN FRANCISCO TODAY
1:15	FROM THE PODIUM
1:30	SCIENCE TODAY
1:45	MUSIC IN THE AIR
2:00	SPORTSCAST
2:15	MODERN MOODS
2:30	SIGN OFF
7:00	SIGN ON
7:02	DINNER MUSIC
7:15	EXCURSIONS IN SCIENCE
7:30	OPERA
7:45	TWILIGHT MELODIES
8:00	SONS O'GUNS
8:15	MEMORY LANE
8:30	FM CONCERT
8:45	SERENADE
9:00	SIGN OFF

PUERTO RICO

NOV. 3 - #4 - THE CUSTOMS
NOV. 10 - #1 - THE ISLAND
NOV. 17 - #2 - THE CONTRASTS
NOV. 24 - #3 - THE PEOPLE

EXCURSIONS IN SCIENCE

NOV. 3 - #274 - MIGHTY TOOL OF SCIENCE
NOV. 10 - #275 - SUPERSTITION IS A BUSINESS
NOV. 17 - #276 - ELECTRONIC WARFARE
NOV. 24 - #277 - STORY OF RADAR

THE REGULAR KALW PROGRAM SCHEDULE WILL BE INTERRUPTED DAILY, MONDAY THROUGH FRIDAY...NOV. 1 to NOV. 5...FOR BROADCASTS DIRECTLY FROM THE GRAND NATIONAL LIVESTOCK EXPOSITION HELD AT THE COW PALACE, SAN FRANCISCO. (SEE RADIO NEWS)

THURSDAY

08:45	PLAY IT SAFE	1:15	FROM THE PODIUM
09:00	SIMPLE SCIENCE	1:30	GREAT BOOKS
09:15	THIS IS SAN FRANCISCO	1:45	MUSIC IN THE AIR
09:30	SCHOOLCAST	2:00	SPORTSCAST
09:45	*EXCURSIONS IN SCIENCE	2:15	MODERN MOODS
10:00	FOLK MUSIC	2:30	SIGN OFF
10:15	MUSIC FOR MOPPETS		
10:30	RANCH AND HOME	7:00	SIGN ON
10:45	WORLD NEWS	7:02	DINNER MUSIC
11:00	MORNING CONCERT	7:15	EXCURSIONS IN SCIENCE
11:15	MELODIC GEMS	7:30	OPERA
11:30	MARINES	7:45	TWILIGHT MELODIES
11:45	SPELLING BEE	8:00	SONS O'GUNS
12:00	HI TUNE TIME	8:15	MEMORY LANE
12:15	NOONTIME SERENADE	8:30	FM CONCERT
12:30	FM CONCERT	8:45	SERENADE
1:00	SAN FRANCISCO TODAY	9:00	SIGN OFF

EXCURSIONS IN SCIENCE

NOV. 4 - #278 - STORY OF RADAR
NOV. 11 - HOLIDAY
NOV. 18 - #280 - TROPICAL DISEASES
NOV. 25 - HOLIDAY - THANKSGIVING

THE REGULAR KAIW PROGRAM SCHEDULE WILL BE INTERRUPTED DAILY, MONDAY THROUGH FRIDAY...NOV. 1 to NOV. 5...FOR BROADCASTS DIRECTLY FROM THE GRAND NATIONAL LIVESTOCK EXPOSITION HELD AT THE COW PALACE, SAN FRANCISCO. (SEE RADIO NEWS)

F R I D A Y

08:45	PLAY IT SAFE
09:00	NEW HORIZONS
09:15	NEW HORIZONS
09:30	*HOLLAND CALLING
09:45	*EXCURSIONS IN SCIENCE
10:00	FOLK MUSIC
10:15	STORY TIME
10:30	RANCH AND HOME
10:45	WORLD NEWS
11:00	MORNING CONCERT
11:15	MELODIC GEMS
11:30	HERE'S TO VETS
11:45	SPELLING BEE
12:00	HI TUNE TIME
12:15	NOONTIME SERENADE
12:30	FM CONCERT
1:00	SAN FRANCISCO TODAY
1:15	FROM THE PODIUM
1:30	SCIENCE TODAY
1:45	MUSIC IN THE AIR
2:00	SPORTSCAST
2:15	MODERN MOODS
2:30	SIGN OFF

HOLLAND CALLING

NOV. 5 - #5 - LAND OF CHEESE
NOV. 12 - HOLIDAY
NOV. 19 - #6 - HIGHWAYS AND LOW-WAYS
NOV. 26 - HOLIDAY - THANKSGIVING

EXCURSIONS IN SCIENCE

NOV. 5 - #281 METEORS AND THE EARTH'S UPPER ATMOSPHERE
NOV. 12 - HOLIDAY
NOV. 19 - #282 MUSIC...FROM MAGIC INTO SCIENCE
NOV. 26 - HOLIDAY - THANKSGIVING

THE REGULAR KALW PROGRAM SCHEDULE WILL BE INTERRUPTED DAILY, MONDAY THROUGH FRIDAY...NOV. 1 to NOV. 5...FOR BROADCASTS DIRECTLY FROM THE GRAND NATIONAL LIVESTOCK EXPOSITION HELD AT THE COW PALACE, SAN FRANCISCO. (SEE RADIO NEWS)

COMMERCIAL RADIO STATION EDUCATIONAL PROGRAM
LISTING

SAN FRANCISCO, CALIFORNIA

FOR NOVEMBER. 1948 (SCHEDULES AS RECEIVED FROM STATIONS)

PROGRAMS LISTED ARE SUBJECT TO CHANGE, DELETION OR ADDITION BY RADIO STATIONS. KALW SUGGESTS USE OF THE FOLLOWING PROGRAMS ON AN EXPERIMENTAL BASIS AT THE GRADE LEVEL INDICATED. PROGRAMS SELECTED ARE THOSE RECOMMENDED BY THE FEDERAL RADIO EDUCATION COMMITTEE, AAUW, PTA GROUPS. SOME NEW PROGRAMS ARE INCLUDED PRIOR TO CHECKING FOR INFORMATION ONLY.
SUGGESTIONS AS TO GRADE LEVEL, ADDITION OR DELETIONS WILL BE GRATEFULLY RECEIVED.

M O N D A Y

STATION	TIME	PROGRAM	GRADE LEVEL
*KGO	11:30 - 11:45 AM	SCHOOLCAST	6th
KFRC	4:30 - 4:45 PM	PASSING PARADE	6-12th
KFRC	5:00 - 5:15 PM	ADVENTURE PARADE	6-12th
KNBC	6:00 - 6:15 PM	JOLLY BILL AND JANE	1-5th
KGO	6:30 - 7:00 PM	MR. PRESIDENT	7-12th
KNBC	7:30 - 8:00 PM	DR. I. Q.	7-12th

* ALSO HEARD KALW TUESDAY 9:30 - 9:45 AM

T U E S D A Y

STATION	TIME	PROGRAM	GRADE LEVEL
KFRC	2:30 - 2:45 PM	UNITED NATION TODAY	6-12th
KFRC	4:15 - 4:45 PM	PASSING PARADE	6-12th
KFRC	5:00 - 5:15 PM	ADVENTURE PARADE	6-12th
KNBC	6:00 - 6:15 PM	JOLLY BILL AND JANE	1-5th
*KQW	7:00 - 7:15 PM	GOLD RUSH DAYS	6-12th
KGO	7:30 - 7:45 PM	REPORT TO THE PEOPLE	7-12th
KGO	8:00 - 8:15 PM	YOUTH ASKS THE GOVERNMENT	7-12th
KGO	8:30 - 9:30 PM	AMERICA'S TOWN MEETING	7-12th

* ALSO HEARD KALW WEDNESDAY 9:15 - 9:30 AM

W E D N E S D A Y

STATION	TIME	PROGRAM	GRADE LEVEL
*KGO	11:30 - 11:45 AM	SCHOOLCAST	6th
KFRC	2:30 - 2:45 PM	UNITED NATIONS TODAY	7-12th
KFRC	4:30 - 4:45 PM	PASSING PARADE	6-12th
KFRC	5:00 - 5:15 PM	ADVENTURE PARADE	6-12th
KNBC	6:00 - 6:15 PM	JOLLY BILL AND JANE	1-5th

* ALSO HEARD KALW THURSDAY 9:30 - 9:45 AM

T H U R S D A Y

STATION	TIME	PROGRAM	GRADE LEVEL
KNBC	11:00 - 11:30 AM	STANDARD SCHOOL BROADCAST	3-8th
KFRC	2:30 - 2:45 PM	UNITED NATIONS TODAY	7-12th
KFRC	4:30 - 4:45 PM	PASSING PARADE	6-12th
KFRC	5:00 - 5:15 PM	ADVENTURE PARADE	6-12th
KNBC	6:00 - 6:15 PM	JOLLY BILL AND JANE	1-5th
KFRC	7:00 - 7:30 PM	FAMILY THEATRE	7-12th
KNBC	10:30 - 11:00 PM	NOAH WEBSTER SAYS	7-12th

F R I D A Y

STATION	TIME	PROGRAM	GRADE LEVEL
*KGO	11:30 - 11:45 AM	SCHOOLCAST	6th
KFRC	2:30 - 2:45 PM	UNITED NATIONS TODAY	6-12th
KFRC	4:30 - 4:45 PM	PASSING PARADE	6-12th
KFRC	5:00 - 5:15 PM	ADVENTURE PARADE	6-12th
KNBC	6:00 - 6:15 PM	JOLLY BILL AND JANE	1-5th
KFRC	7:00 - 7:30 PM	MEET THE PRESS	10-12th
KNBC	10:15 - 10:30 PM	PUBLIC SERVICE TALKS	10-12th
KNBC	10:30 - 11:00 PM	WORLD AFFAIRS ARE YOUR AFFAIRS	10-12th

* ALSO HEARD KALW MONDAY 9:30 - 9:45 AM

S A T U R D A Y

STATION	TIME	PROGRAM	GRADE LEVEL
KFRC	8:45 - 9:00 AM	STORY TELLER	1-6th
KGO	9:00 - 9:30 AM	ABBOTT AND COSTELLO KID SHOW	3-7th
KQW	9:05 - 9:30 AM	LET'S PRETEND	2-5th
KGO	12:30 - 1:30 PM	ABC SYMPHONY	6-12th
KFRC	2:00 - 2:30 PM	OPINIONAIRE	10-12th
KQW	3:30 - 4:00 PM	MAKE WAY FOR YOUTH	7-12th
KNBC	4:30 - 5:30 PM	NBC SYMPHONY	7-12th
KQW	5:15 - 5:30 PM	LOOK BEFORE YOUR WEEP	10-12th
KNBC	5:30 - 5:45 PM	KNOW YOUR SYMPHONY	10-12th
KQW	10:15 - 10:30 PM	CAMERA FORUM	8-12th

S U N D A Y

STATION	TIME	PROGRAM	GRADE LEVEL
KSFO	9:00 - 9:30 AM	TUNES FOR TOTS	1-5th
KNBC	9:00 - 9:15 AM	STORY TO ORDER	1-5th
KNBC	9:15 - 9:30 AM	SIGNPOSTS FOR YOUNG SCIENTISTS	4-8th
KQW	10:00 - 10:30 AM	INVITATION TO LEARNING	5-8th
KGO	10:15 - 10:30 AM	EDITOR AT HOME	8-12th
KQW	10:30 - 11:00 AM	PEOPLES PLATFORM	10-12th
KGO	11:15 - 11:30 AM	BOOK TIME	10-12th
KGO	12:00 - 12:15 PM	THIS CHANGING WORLD	10-12th
KNBC	12:30 - 1:30 PM	NBC UNIVERSITY THEATRE	10-12th
KQW	12:30 - 1:00 PM	YOU WERE THERE	6-12th
KQW	1:00 - 2:30 PM	CBS SYMPHONY	6-12th
KGO	1:15 - 1:30 PM	UNITED NATIONS REPORTER	10-12th
KGO	3:00 - 3:30 PM	CALIFORNIA CARAVAN	6-12th
KQW	3:00 - 3:15 PM	CHUCK WAGON TALES	6-12th
KGO	6:30 - 7:30 PM	THEATRE GUILD	10-12th
KNBC	9:30 - 10:30 PM	STANDARD HOUR	8-12th
KFRC	9:30 - 10:30 PM	CHICAGO THEATRE OF THE AIR	10-12th
KQW	10:15 - 10:30 PM	UNIVERSITY EXPLORER	6-12th
KGO	10:15 - 10:30 PM	GOLDEN CENTURY	6-12th

KALW FM

91.7 MEGACYCLES ON THE FM BAND

RADIO VOICE OF THE SAN FRANCISCO UNIFIED SCHOOL DISTRICT

KALW
22ND BARTLETT ST.
SAN FRANCISCO 10, CAL.

University of Illinois.
Urbana, Ill.

RADIO LOG

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.